

## Abstract

The thesis „Political image of emerging politicians and media they use to build their image“ examines the relationship of young aspiring politicians to the topic of political image. The main objective of this thesis is to examine the relationship of young aspiring politicians to political image and whether they are actively seeking to build their own political image. Young aspiring politicians are defined for purposes of this thesis as members of youth political organizations Young Social Democrats and Young Conservatives over 18 years old. The first part of this thesis summarizes theoretical findings on the issue of political image in terms of political marketing and political communication and defines political youth organizations and describes their function in relation to society and political parties. The second part of this thesis examines the relationship of young aspiring politicians to political image through qualitative research using semi-structured interviews as research tool.